

# **PUBLIC RELATIONS, ADVERTISING AND MARKETING**

## ***I. PROGRAM OVERVIEW***

The Office of Traffic Safety employs one fulltime staff person – a Manager of Marketing and Public Affairs – who oversees two programs: 1) Media and Press relations for traffic safety issues and initiatives for the entire state of California; and, 2) oversight of a marketing contract that assists the OTS in directing media buys, ad placements, and video and audio PSA production.

## ***II. ACTION PLAN***

During the coming year, OTS Public Affairs will employ a two-pronged approach that together are designed to assist the state lower the Mileage Death Rate (MDR), currently at 1.30, bring down fatalities and injuries associated with DUI, and, increase seat belt usage rates, currently 91.2 percent. This approach includes increased media assistance to local grantees on new and innovative programs and continued traffic safety messaging that targets under-represented groups and the general population.

OTS Public Affairs went out to bid during the fall of 2004 on a new, three-year, \$3.6 million advertising and marketing contract. The Contractor assists OTS in campaign development, media buys, advertising services, and various other marketing projects that are designed to assist the state create awareness of traffic safety programs and initiatives and reach its goal of reducing fatalities and injuries due to traffic crashes.

## ***III. TASKS***

### ***TASK 1 - PUBLIC RELATIONS (\$658,500)***

**157**

#### **OTS TRACKS**

The Office's flagship and award-winning quarterly publication, OTS Tracks, is now in its 12<sup>th</sup> year of production. Its audience is more than 7,000 traffic safety practitioners, law enforcement and fire departments, members of the media, legislators, and community-based organizations. Content includes thought-provoking guest commentaries from local grantees, as well as quarterly perspectives from the Secretary of Business, Transportation & Housing Agency, and the Director of OTS.

#### **OTS WEB SITE**

The OTS Web site ([www.ots.ca.gov](http://www.ots.ca.gov)) features an enhanced, retooled look as the Internet has evolved into a primary tool for the gathering of information and timely data. Law enforcement agencies are increasingly reliant on the Web site for topical information on everything from grant application announcements to new data on a plethora of traffic safety subjects, and the latest on media events; and, consistent with new technological innovations in the way we get the news, the news media is using the OTS site as a valued resource. During the first quarter of 2004, visitor hits on the site totaled 48,400, a 30 percent gain over the same period a year ago. And, 169,142 hits were registered for the year, a solid 18 percent increase over 2002.

## **MEDIA RELATIONS**

Bringing together expert resources in Media Relations, Public Affairs and community outreach, OTS Public Affairs offers an array of services, including: Media Relations, Marketing, Event Logistics, Creative Writing, and Campaign Management.

OTS Public Affairs is a “one-stop shop” resource for all of its grantees, whether organizing a media event, or assisting in garnering earned media through placement of specialty stories or op/eds. The Office also works with the National Highway Traffic Safety Administration on media buys surrounding high-profile DUI and seat belt enforcement campaigns. The Office also assists all grantees in crafting news releases and press advisories, as the need arises.

## **GRANTEE SUPPORT**

Integrating media into all grant programs on the local level is key goal and objective in OTS Public Affairs. The office routinely assists grantees in the execution of media events, framing key messages, and arranging media interviews. In addition, OTS Public Affairs directs the message on news releases and op/eds penned by local grantees and community-based organizations.

## **TRAFFIC ALLIANCE FOR A SAFER CALIFORNIA (TASC)**

OTS facilitates an established cross section of groups and organizations that share a common bond of interest in traffic safety through TASC. Activities include networking and information sharing, annual meetings, development of an annual product such as a special event and/or study and providing members as resources for local community/business outreach.

## **MISCELLANEOUS PUBLIC RELATIONS SUPPORT**

### **157(b)**

#### **OP0210 - CALIFORNIA HIGHWAY PATROL**

In fiscal year 2005, the California Highway Patrol, Office of Traffic Safety, and local law enforcement agencies will jointly begin the third phase of the \$3.4 million California Seatbelt Compliance Campaign (CSCC), designed to boost statewide seat belt use rate to 94 percent by June 2005. The campaign includes two weeks in May and one week in August and September, 2004 as part of the semiannual ABC Buckle Up America mobilization nationwide. Approximately \$2 million was applied to 189 local mini-grants; the remaining \$1.3 million used for a four-week statewide public awareness effort in May to get the word out. In August and September, only earned media will be used.

## ***TASK 2 - PAID ADVERTISING (\$351,500)***

### **157**

#### **CAMPAIGNS**

During 2004 and 2005, OTS Public Affairs is embarking on more high-profile advertising buys that will have a targeted, direct impact on specific audiences. For example, OTS and its public affairs contractor, Ogilvy Public Relations Worldwide, produced “Baggy Pants,” a high-quality 60-second video PSA that focuses on seat belt fines tripling in California. The PSA was distributed to more than 100 statewide televisions and included a targeted media buy in the Sacramento region. It is anticipated that the PSA will get wide coverage throughout the year, complementing statewide efforts to increase California's seat belt use

rate. Other campaigns include December's Drunk and Drugged Driving Prevention Month (December), Child Passenger Safety Week (February), and holiday DUI enforcement campaigns around the state's four major holiday periods: Christmas/New Year's, Memorial Day, Independence Day, and Labor Day weekend.

The following table reflects projects with paid media in their budgets:

<b>Project No.</b>	<b>Agency</b>
AL0228	Superior Court of California, Sacramento County
AL0308	California State University, Fresno
AL0369	San Diego Police Department
AL0390	The Regents of the University of California, Davis Campus
AL0406	San Mateo County
AL0444	Pleasanton
AL0451	San Diego State University
AL0456	Santa Clara County
AL0459	Santa Rosa Police Department
AL0462	Suisun City Police Department
AL0465	Tracy Police Department
AL0468	Victorville
AL0503	Anderson
AL0514	Citrus Heights Police Department
AL0516	South Lake Tahoe
AL0517	Victorville Police Department
AL0528	Escondido
AL0532	Fortuna Police Department
AL0559	Perris Police Department
AL0560	Petaluma Police Department
AL0565	Roseville
AL0567	Sacramento Police Department
AL0571	San Diego
AL0582	Tulare County Health and Human Services Agency
AL0591	Eureka Police Department
AL0592	Auburn
AL0593	Oroville
AL0595	Redding
CB0302	Humboldt County Department of Health
CB0405	Monterey County Health Department
CB0411	Shasta County
CB0503	Shasta County
EM0506	Los Angeles Mayor's Office
OP0514	California Highway Patrol
OP0502	Citrus Heights Police Department
OP0506	Inyo County Superintendent of Schools
PS0311	Los Angeles County
PT0401	Brentwood
PT0427	California Highway Patrol
PT0505	Bishop Police Department

<b>Project No.</b>	<b>Agency</b>
PT0506	Blythe Police Department
PT0511	California Highway Patrol
PT0530	Los Angeles Department of Transportation
PT0544	Sacramento County Sheriff
PT0553	Sonoma County Health Department
RS0504	California Department of Transportation
RS0519	Santa Clara County

### ***TASK 3 - MARKETING (\$145,000)***

**157**

#### **PARTNERSHIPS**

OTS has an established track record of developing successful partnerships to raise awareness of important traffic safety issues. OTS partners represent a variety of community groups, industry representatives, local, regional and state government agencies and, business and industry.

Public/Private partnerships are very important to OTS' long-term planning. These partnerships are designed to augment resources, extend outreach to diverse audiences and at-risk communities, and extend marketing opportunities. Past partners have supported Teen anti-DUI programs, Drunk and Drugged Driving Prevention (3D) Month, Child Passenger Safety, safety belt use, and bicycle and pedestrian issues, to name a few. OTS will build upon existing partnerships and forge new alliances to support and facilitate its own conferences, meetings and community events. In 2005, OTS will host the OTS Super Summit, scheduled May 1-5, 2005, in San Diego.

#### **SPORTS AND ENTERTAINMENT MARKETING**

Now in its 8<sup>th</sup> year, OTS Sports & Entertainment Marketing program has become a national model. During 2004, the program featured venues that include professional baseball, soccer, concerts, and a first-ever appearance at Fleet Week in San Francisco. In addition, traffic safety collateral material was made available to concertgoers at several other concerts and entertainment venues. 2004 Events included the following: Fresno Grizzlies (April 29); Sacramento River Cats (June 16); SleepTrain Amphitheatre concerts (June 21); Los Angeles Galaxy (June 23); Anaheim Angels (July 26); San Diego Padres (August 16); San Francisco Giants (August 22); San Jose Earthquakes (Sept. 8) and Fleet Week (San Francisco Oct. 9-10).

**FISCAL YEAR 2005 PROGRAM FUNDING  
(PUBLIC RELATIONS, ADVERTISING AND MARKETING)**

Task	Title	Major Cost Items						
1	Public Relations	Contractual Services						
2	Paid Advertising	Contractual Services						
3	Marketing	Contractual Services						
Program	Task No/	Funding Sources/Codes						Estimated
Code	Agency	157	163	402	405	410	411	Agency
								Contribution
VAR	1 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$685,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
PM	2 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$351,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
VAR	3 Local	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	State	\$145,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>PSP TOTALS</b>								
<b>LOCAL:</b>		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>STATE:</b>		\$1,182,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00